

**WPLW
102.5 - FM
HILLSBOROUGH, NC**

ISSUES AND PROGRAMS REPORT

FOR

STATION WPLW

**2nd QUARTER 2012
(April 1st – June 30th)**

Compiled by:
Mike Biddle, Assistant Program Director

Radio station WPLW-FM has compiled a list of issues those area residents feel are a major concern to the Raleigh-Durham Metropolitan (MSA). WPLW-FM conducts regular ascertainment of community leaders, businesspersons, and residents of our coverage area to determine the issues of importance to our listeners.

WPLW-FM utilizes this list as a basis for our programming response to selected issues each quarter. Typically WPLW-FM addresses the issues in its Sunday program called "Carolina Close-Up", and thru a series of live and pre-recorded announcements.

The current issues as of June 30th, 2012 included:

Q1 2011

ISSUES:

1. Crime/Drugs
2. Family/Youth/Elderly
3. Economy
4. Growth/Roads/Transportation/Traffic
5. Education
6. Housing
7. Environment/Health
8. Private/Public/Accountability
9. National Security
10. Politics

Carolina Newsmakers

Q2 2012

04-01-12

"Interview with Bob Phillips", Executive Director, Common Cause

****Issues Covered: Common Cause of North Carolina; 2012 Primary Election; Redistricting; Political Parties and Independent Voters; Accountability of Government; Lobbying; Campaign Finance Reform; Election Law Reform; NC General Assembly; Media and Communications; Campaign Spending; Spending by Political Action Committees; Political and Issue Advertising; Education; Business and Industry; Community College System**** 3, 5, 8, 10

Time 29:30

04-08-12

"Interview with Ran Coble", Executive Director, NC Center for Public Policy Research

****Issues Covered: NC State Legislature; Mental Health Reform; College Completion Rates; Distance Education; On-Line Education; The Community College System and the Higher Education System in North Carolina; Employment and Unemployment Rates; Consumer Confidence Polls; Oil and Gas Production and Prices; U.S. Foreign Policy and the Middle East; 2102 Elections and North Carolina as a "Battleground States"; Political Parties and Political Advertising; State Election Ballots and Civics Education; Redistricting; The Different Sessions of the General Assembly; An NC Representative: A Demanding Part-Time Job; The Republican Majority in the General Assembly; New Leadership in the State Legislature**** 2, 3, 5, 6, 10

Time 29:30

04-22-12

"Interview with Thom Tillis", NC Speaker of the House

****Issues Covered: NC General Assembly; Republican Majority in the NC General Assembly; State Budget; Senior Citizens and the Elderly; Public Education and Higher Education in North Carolina; State University System and the NC Community College System; Scientific Research; State Ferry System Tolling; NC's Infrastructure; Transportation; Potential Tolls on State Roads; State Revenue and State Tax Structure; NC State Tax Reform; The State's Work Force Development Plan**** 3, 4, 5, 10

Time 29:30

04-29-12

"Interview with Katie Parker", Legal Director for the North Carolina Chapter of the ACLU

****Issues Covered: ACLU; Protecting Individual's Civil Rights; Racial Issues; Constitutional "Bill of Rights"; Free Speech Rights; Privacy Issues; Liberal and Conservative Issues; Censorship; Encouraging Constructive Dialogue in Society; Science and Technology; Media and Communications; Law Enforcement Requests for Cell Phone Data; Slander and Libel Laws; Cell Phone Hacking; Internet; Copyright Laws; Definition of Marriage; Domestic Partnership Benefits; Discrimination**** 2, 5, 8, 9, 10

Time 29:30

05-06-12

"Interview with Jonathan Kappler", Research Director for the North Carolina Free Enterprise Foundation

****Issues Covered: Non-Profits; NC Free Enterprise Foundation; Polling Information; Economic Growth; Business and Industry; Local, State, and Federal Government; North Carolina's Business Climate; Politics and Political Parties; Campaign Finance and Campaign Finance Reform; Education; NC's Work Force; Tax Incentive Packages and Attracting Businesses to North Carolina; Taxes and Tax Reform; Corporate Tax Rates; Republican Majority in the NC General Assembly; 2012 Elections and North Carolina as a "Battleground State"; Sales Tax vs. Service Tax and Definitions of Both; Employment/Unemployment and Job Creation; Lobbying; 2012 Democratic Convention to Be Held in Charlotte This Summer; Rural/Urban Issues and Rural/Urban Voting Patterns**** 3, 10

Time 29:30

05-13-12

"Interview with Rob Christensen", Political Columnist, News and Observer, and Author of Paradox of Tar Heel Politics

Issues Covered: Voter Turnout for the NC May Primary; The Marriage Amendment; Liquor By the Drink; Equal Rights Amendment; North Carolina: A Socially Conservative State; Rural/Urban Issues; Influence of Three-Term Governor Jim Hunt; The Effect of Billy Graham's Endorsement of the Marriage Amendment; NC as a "Battleground" State; President's Clarification/Endorsement of Same-Sex Unions/Marriage; Redistricting; NC's Lieutenant Governor's Race; Analysis of NC Congressional Races and NC Council of State Races; Analysis of the July 17th Runoffs; Independent/Unaffiliated Voters; Democratic National Convention to Be Held in Charlotte and President Obama's Re-Election Chances**** 2, 3, 8, 10

Time 29:30

05-20-12

“Interview with Dana Cope”, Executive Director, State Employees Association of North Carolina

****Issues Covered: SEANC; State Employees; State Government; Education; Public and Private Colleges in North Carolina; NC’s Sales and Corporate Taxes; State Lottery; Service Taxes; Modernizing NC’s Tax Structure; Republican Majority in the NC General Assembly; Non-Partisanship; Redistricting; Political-Action Committees; Campaign Finance Reform; Voter Turnout; 2012 May Primary; 2012 Elections; Analysis of 2012 DNC in Charlotte; Privatization of Government Services**** 3, 5, 8, 10

Time 29:30

05-27-12

“Interview with John Hood”, President and Chairman of the John Locke Foundation, and Publisher of the Carolina Journal

****Issues Covered: Lieutenant Governor’s Race in 2012; 2012 NC May Primary; Voter Turnout; The Marriage Amendment; Definition of Marriage and Same-Sex Marriage; Polling Data; NC Voting Patterns; The Paradox of Tar Heel Politics ; Redistricting; Race Issues and the Obama Presidency; Local Dialects; Analysis of 2012 Post-Election Fallout; NC Health Care and Pension Liabilities**** 2, 3, 5, 10

Time 29:30

06-03-12

“Interview with Lou Baldwin”, President of the North Carolina Association of Realtors

****Issues Covered: NC Association of Realtors; Realtors’ Code of Ethics; The Economy; Trademarks; Residential and Commercial Property; Real Estate as an Investment; Home Builders and New Home Starts; Home Construction; Renting vs. Buying a Home; Banking, Interest Rates, and Re-Financing Homes; Employment/Unemployment; Job Creation and Home Sales; Economic Recovery; Foreclosures; Savings and Loans; The Size of Down Payments; Fannie Mae and Freddie Mac; Speculation; North Carolina Resort Properties; Urban/Rural Issues**** 3, 6, 8, 10

Time 29:30

06-10-12

"Interview with Chris Fitzsimon", Director, NC Policy Watch

****Issues Covered: NC Policy Watch; Public Policy; Local and State Government; Video Sweepstakes Debate; Gaming/Gambling Issues; Education Funding; NC Education Lottery; State Budget; Sales Tax Revenue; Corporate Tax Structure; Economic Growth and Recovery and Tax Revenue; Fracking, The Environment and Public Safety, Mining and Extraction; NC Energy Policy; NC Dept. of Energy and Natural Resources; Partisan and Non-Partisan Redistricting; Governor Perdue's Decision to Not Run for Re-Election; Re-Structuring NC Department of Transportation; Analysis of a Possible Term with Walter Dalton as Governor, Then Pat McCrory as Governor****
3, 5, 7, 8, 10

Time 29:30

06-17-12

"Interview with Wayne Goodwin", NC Insurance Commissioner

****Issues Covered: Homeowners Insurance; Re-Insurance and Its Rising Costs; Car Insurance, Rates and Discounts; NC Department of Insurance; Bundling; Transportation; Car Safety; Buckling Seat Belts; Home Prices Rising and Falling; Tax Values of Homes; Hurricane, Flood, and Disaster Insurances; Property Insurance; Photographing Property for Evidence; Home Inspectors and the State Building Code; Weather Damage and Insurance Fraud; Stolen Vehicles**** 2, 3, 4, 6, 8,

Time 30:00

06-24-12

"Interview with Brad Crone", President of Campaign Connections, a Political/Public Affairs Consulting Firm.

****Issues Covered: Print Media and Broadcasting; Hunt-Sanford Political Machine Operating in North Carolina; Urban/Rural Issues; NC History; Economic Recovery and Economic Development; Employment/Unemployment; Tax Structure in NC; Sales, Property, Business, and Service Taxes; North Carolina as a "Batleground" State; Campaign Spending in NC; The Presidential and Gubernatorial Campaigns This Year; Unaffiliated Voters; Female/Male Voting Patterns; Democratic/Republican Crossover Rates; Polling; Democratic Party Leadership in NC; Democratic National Convention in Charlotte; Forecasting Results from November Elections***** 2, 3, 8, 10

Time 29:30

RECORDED PUBLIC SERVICE ANNOUNCEMENTS

PSA – GRCVB

Spot Title: GRCVB History – Cultural Events – Brewery - Restaurants

Length: 30

of spots/air dates: 64 spots 4/1 – 4/29

Issues: 3

PSA – GRCVB

Spot Title: GRCVB History – Cultural Events – Brewery - Restaurants

Length: 30

of spots/air dates: 79 spots 6/4 – 6/30

Issues: 3

PSA – Feed the Need

Spot Title: Feed the Need/April

Length: 30

of spots/air dates: 65 spots 4/1 – 4/21

Issues: 2, 3

PSA - Raleigh Police Foundation

Spot Title: Run For Our Heroes

Length: 30

of spots/air dates: 49 spots 4/16 – 4/27

Issues: 1, 2, 8

PSA - Peak City Pig Fest

Spot Title: Peak City Pig Fest

Length: 60

of spots/air dates: 75 spots 6/5 – 6/23

Issues: 2, 3

PSA – Cornucopia House

Spot Title: Recruit Sponsors

Length: 30

of spots/air dates: 5 spots 6/30

Issues: 2, 6

PSA – Golf for Kids

Spot Title: Golf Fore Kids

Length: 30

of spots/air dates: 15 6/25 - 6/28

Issues: 2, 5

PSA – July 4th

Spot Title: July 4th 2012

Length: 30

of spots/air dates: 5 6/30

Issues: 2

LIVE BROADCAST – PUBLIC SERVICE EVENTS

PSA - Peak City Pig Fest

Date: 6/23

Time: 12p-2p

WPLW took part in a 2 hour live broadcast to help bring attention to the Peak City Pig Fest. This event took place in the historic downtown area of Apex, NC. This event brought cooks from all over the country to compete in various categories of BBQ cooking. This event was the first of it's kind in Apex and helped bring awareness to the tourism aspects the town has to offer. The town of Apex, local business owners and the surrounding areas benefited through increased tourism spending during this event.**** 2, 3